

ORDER



| | | | |
|------------|----------------------|--------------------------|--------------------------|
| Orders | Order / Rev: | 68633 | WHP-TV CBS21 |
| | Alt Order #: | 9852712 /Brad | Millennium Washington DC |
| | Product Desc: | DAVID FREED FOR AG | |
| | Estimate: | 482 | MNAT |
| | Flight Dates: | 10/30/12 - 11/06/12 | Sales Region: |
| | Original Date / Rev: | 10/26/12 / 10/26/12 | |
| | Order Type: | GENERAL | |
| Agency | Name: | Brabender Cox Mihalke | |
| | Buying Contact: | | Billing Type: |
| | Billing Contact: | | Cash |
| | | 1218 Grandview Avenue | Billing Calendar: |
| | | Pittsburgh, PA 15211 | Broadcast |
| | | | Billing Cycle: |
| | | | EOM/EOC |
| | | | Agency Commission: |
| Advertiser | Name: | Freed/R/Attorney General | |
| | Demographic: | A35+ | New Business Thru: |
| | Product Codes: | State Attorney General | Order Separation: |
| | Priority: | P-2 | Advertiser External ID: |
| | Revenue Codes: | AGY, POL-CAND, GEN | Agency External ID: |

| Bill Plan | | | | | Totals | | | | |
|------------|----------|---------|--------------|-------------|---------------|---------|--------------|-------------|--------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
| 10/29/12 | 11/06/12 | 67 | \$30,700.00 | \$26,095.00 | November 2012 | 67 | \$30,700.00 | \$26,095.00 | 0.00 |
| | | | | | Totals | 67 | \$30,700.00 | \$26,095.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|--------------|-------|--------------|
| WHP-TV CBS21 | 21% | \$30,700.00 |
| Market | 100% | \$146,190.48 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| EHP | 0% | \$0.00 |
| UNKWN | 3% | \$4,385.71 |
| WGAL | 37% | \$54,090.48 |
| WHTM | 28% | \$40,933.33 |
| WLYH | 1% | \$1,461.90 |
| WPMT | 10% | \$14,619.05 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-----|-------------------|-----------------|--------------------------------------|-------|-------------------|----------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N 1 | WHP | 10/30/12 | 11/05/12 | CBS This Morning CBS This Morning | CM | 7a-9a | MTWTF-- | :30 | 6 | \$75.00 | P-2 | 0.00 | NM | 6 | \$450.00 |
| N 2 | WHP | 11/06/12 | 11/06/12 | CBS This Morning CBS This Morning | CM | 7a-9a | -T----- | :30 | 1 | \$75.00 | P-2 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/06/12 | 11/12/12 | -T----- | | 1 | \$75.00 | | | 0.00 | | | | | |
| N 3 | WHP | 10/30/12 | 11/05/12 | M-F 10a-11a M-F 10a-11a | CM | 10a-11a | MTWTF-- | :30 | 4 | \$200.00 | P-2 | 0.00 | NM | 4 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | MTWTF-- | | 4 | \$200.00 | | | 0.00 | | | | | |
| N 4 | WHP | 10/30/12 | 11/05/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | MTWTF-- | :30 | 6 | \$325.00 | P-2 | 0.00 | NM | 6 | \$1,950.00 |

Order / Rev: 68633
 Alt Order #: 9852712 /Brad
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Freed/R/Attorney General
 Product Desc: DAVID FREED FOR AG
 Estimate: 482

WHP-TV CBS21

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|-----|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N 4 | WHP | 10/30/12 | 11/05/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | MTWTF-- | :30 | 6 | \$325.00 | P-2 | 0.00 | NM | 6 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | MTWTF-- | | 6 | | | | \$325.00 | | 0.00 | | | |
| N 5 | WHP | 10/30/12 | 11/05/12 | M-F 4p-5p M-F 4p-5p | CM | 4p-5p | MTWTF-- | :30 | 4 | \$275.00 | P-2 | 0.00 | NM | 4 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | MTWTF-- | | 4 | | | | \$275.00 | | 0.00 | | | |
| N 6 | WHP | 10/30/12 | 11/05/12 | M-F 5p-530p News CBS 21 News at 5p | CM | 5p-530p | MTWTF-- | :30 | 6 | \$175.00 | P-2 | 0.00 | NM | 6 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | MTWTF-- | | 6 | | | | \$175.00 | | 0.00 | | | |
| N 7 | WHP | 10/30/12 | 11/05/12 | M-F 530p-6p News CBS 21 News at 530p | CM | 530p-6p | MTWTF-- | :30 | 6 | \$175.00 | P-2 | 0.00 | NM | 6 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | MTWTF-- | | 6 | | | | \$175.00 | | 0.00 | | | |
| N 8 | WHP | 10/30/12 | 11/05/12 | M-F 6p-630p News CBS 21 News at 6p | CM | 6p-630p | MTWTF-- | :30 | 6 | \$200.00 | P-2 | 0.00 | NM | 6 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | MTWTF-- | | 6 | | | | \$200.00 | | 0.00 | | | |
| N 9 | WHP | 10/30/12 | 11/05/12 | M-F 730p-8p M-F 730p-8p | CM | 730p-8p | MTWTF-- | :30 | 6 | \$800.00 | P-2 | 0.00 | NM | 6 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | MTWTF-- | | 6 | | | | \$800.00 | | 0.00 | | | |
| N 10 | WHP | 10/30/12 | 11/05/12 | M-F 11p-1135p News CBS 21 News at 11p | CM | 11p-1135p | MTWTF-- | :30 | 6 | \$325.00 | P-2 | 0.00 | NM | 6 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | MTWTF-- | | 6 | | | | \$325.00 | | 0.00 | | | |
| N 11 | WHP | 10/30/12 | 11/05/12 | Letterman Letterman | CM | 1135p-1235a | MTWTF-- | :30 | 3 | \$140.00 | P-2 | 0.00 | NM | 3 | \$420.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | MTWTF-- | | 3 | | | | \$140.00 | | 0.00 | | | |
| N 12 | WHP | 11/05/12 | 11/05/12 | Mon Reg 3 Mon 10p-11p | CM | 10p-11p | M----- | :30 | 1 | \$2,250.00 | P-2 | 0.00 | NM | 1 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | M----- | | 1 | | | | \$2,250.00 | | 0.00 | | | |
| N 13 | WHP | 10/30/12 | 10/30/12 | Tue Reg 1 Tue 8p-9p | CM | 8p-9p | -T----- | :30 | 1 | \$3,250.00 | P-2 | 0.00 | NM | 1 | \$3,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | -T----- | | 1 | | | | \$3,250.00 | | 0.00 | | | |
| N 14 | WHP | 10/31/12 | 10/31/12 | Wed Reg 1 Wed 8p-9p | CM | 8p-9p | --W--- | :30 | 1 | \$3,000.00 | P-2 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | --W--- | | 1 | | | | \$3,000.00 | | 0.00 | | | |
| N 15 | WHP | 11/01/12 | 11/01/12 | Thu Reg 2 Thu 9p-10p | CM | 9p-10p | --T--- | :30 | 1 | \$2,500.00 | P-2 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | --T--- | | 1 | | | | \$2,500.00 | | 0.00 | | | |
| N 16 | WHP | 11/02/12 | 11/02/12 | Fri Reg 1 Fri 8p-9p | CM | 8p-9p | ----F-- | :30 | 1 | \$1,350.00 | P-2 | 0.00 | NM | 1 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | ----F-- | | 1 | | | | \$1,350.00 | | 0.00 | | | |
| N 17 | WHP | 10/30/12 | 11/04/12 | Sa-Su 6p-630p News Rd CBS 21 News at 6p | CM | 6p-630p | ----SS | :30 | 2 | \$140.00 | P-2 | 0.00 | NM | 2 | \$280.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | ----SS | | 2 | | | | \$140.00 | | 0.00 | | | |
| N 18 | WHP | 11/03/12 | 11/03/12 | CBS This Morning Satur Saturday Early Show | CM | 9a-11a | ----S- | :30 | 1 | \$125.00 | P-2 | 0.00 | NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | ----S- | | 1 | | | | \$125.00 | | 0.00 | | | |

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 Alt Order #: 9852712 /Brad
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Freed/R/Attorney General
 Product Desc: DAVID FREED FOR AG
 Estimate: 482

WHP-TV CBS21

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-----|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N19 | WHP | 11/03/12 | 11/03/12 | Sa 7p-730p Sa 7p-730p | CM | 7p-730p | -----S- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | -----S- | | 1 | | | | \$250.00 | | 0.00 | | | |
| N20 | WHP | 11/03/12 | 11/03/12 | Sat Reg 2 Sat 9p-10p | CM | 9p-10p | -----S- | :30 | 1 | \$575.00 | P-2 | 0.00 | NM | 1 | \$575.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | -----S- | | 1 | | | | \$575.00 | | 0.00 | | | |
| N21 | WHP | 11/04/12 | 11/04/12 | CBS Sun Morning CBS Sun Morning | CM | 9a-1030a | -----S | :30 | 1 | \$275.00 | P-2 | 0.00 | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | -----S | | 1 | | | | \$275.00 | | 0.00 | | | |
| N22 | WHP | 11/04/12 | 11/04/12 | Sun Reg 1 Sun 7p-8p | CM | 7p-8p | -----S | :30 | 1 | \$1,800.00 | P-2 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | -----S | | 1 | | | | \$1,800.00 | | 0.00 | | | |
| N23 | WHP | 11/04/12 | 11/04/12 | Su 11p-1130p News CBS 21 News at 11p | CM | 11p-1130p | -----S | :30 | 1 | \$200.00 | P-2 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/30/12 | 11/05/12 | -----S | | 1 | | | | \$200.00 | | 0.00 | | | |

Totals 67 \$30,700.00